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THE MYTHS OF COMMERCE

Miss Claire Soulé, of the Pasadena High School, gave a great many valuable suggestions to English teachers attending the last summer session of the University of California, at Berkeley. One of these suggestions was worked out with the following results:

A class of boys in second-semester English, in the two-year non-collegiate course at Iowa State College of Agriculture, could see little practical value in any study of the ancient myths. In order to prove the commercial value of these myths I assigned the preparation of a list of mythological names found in present-day advertisements. The result was a list of fifty-one firms using such advertisements as these: "Hercules Stump Puller," "Venus Hooks and Eyes," "Phoenix Hosiery," "Ajax Tires," "Vulcan Iron Works," "Aladdin Houses," "Atlas White Cement," "Thor Washing Machine," "Titan Spark Plugs." There were twenty-one mythological names used in the list.

MABEL FLEMING

AMES, IOWA

THE HAUNTED TOWER O' AIRLIE^{*}

Lady Airlie looked doon frae her high castle wa',
 An' there saw the Lord o' Argyle,
 Wi' belted plaid and glitt'ring blade,
 An' a' his men sae vile.

Lord Airlie was huntin' far frae his hame,
 There was naebody left at a' Airlie;
 There was naebody left but the lady hersel,
 So spake she to him very fairly.

"What seek ye o' Argyle," quo' she,
 "An wherefore come sae fast,
 My ain dear lord, awa' is he,
 Been gone these three hours past."

"Come doon, come doon, Lady Airlie," he cried,
 "Come doon an kiss me fair;
 An' ye'll no come doon frae your high castle wa',
 No a stane shall I leave in Airlie."

^{*} The work of a high-school student born in Scotland, but long resident in this country.